

Veterans Community Learning Hubs

High-Impact Business Writing

About this course

Effective writing is a powerful tool in the business environment. Learn how to articulate your thoughts in a clear and concise manner that will allow your ideas to be better understood by your readers. Improve your business writing skill by learning to select and use appropriate formats for your audience, use the correct medium and adjust your writing style accordingly, as well as identify your objective and communicate it clearly. You'll also learn to spot, correct and avoid the most common writing pitfalls, and gain valuable experience analyzing, writing and revising a wide spectrum of business documents. From a simple interoffice memo to a 20-page business proposal, learn how to put good business writing to work for you.

Recommended Background

You can take this course regardless of your writing level and experience. There are no course prerequisites. Basic computer and internet navigation skills.

Course Learning Objectives

- Write effective business communications, including bad news, good news, persuasive writing, presentations, emails, memos, business reports and press releases
- Learn how to edit and proofread business documents
- Learn how to write for a global market

Course Format

This is an online course offered by University of California Irvine through Coursera.org. There are four modules in this course:

Module 1—Introduction to Business Writing (52 min)

Module 2—Spelling, Grammar, Sentence, and Paragraphs (40 min)

Module 3—Document Types, and their Considerations (44 min)

Module 4—Finalizing Formal Document, Information Written Communication, and Social Media (35 min)

Each module has a corresponding quiz. You are allowed one try for each quiz every eight hours and you need to achieve an 80% or higher on all quizzes in order to pass the class. You may take the quizzes as many times as you like.

Veterans Community Learning Hubs

High-Impact Business Writing

Veterans Community Learning Hub Sessions

As you go through the course modules, VA will offer Learning Hub sessions to discuss the content:

Week 1—Module 1 January 18th at 6pm, 1436 S. Shelby Street, Louisville, KY 40217 / 4th Floor
Week 2—Module 2 January 25th at 6pm, 1436 S. Shelby Street, Louisville, KY 40217 / 4th Floor
Week 3—Module 3 February 1st at 6pm, 1436 S. Shelby Street, Louisville, KY 40217 / 4th Floor
Week 4—Module 4 February 8th at 6pm, 1436 S. Shelby Street, Louisville, KY 40217 / 4th Floor

Course Certificate Criteria

Course Certificates are co-issued by Coursera and University of California, Irvine. They are printable, digitally shareable, and will empower you with a verified document to demonstrate completion to employers. Pass every module to earn your Course Certificate.

Accessing the Course

To access the free Course Certificate opportunity, please go to: <http://blog.coursera.org/veterans>

To access the course, please go to: <https://www.coursera.org/learn/business-writing>

